# DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

# Regular Meeting Wednesday, April 6, 2005 8:00 a.m.

Room 2A, Council Work Session Room Hayward City Hall 777 B Street Hayward, CA 94541

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

#### AGENDA

- I. Call to Order
- II. Public Comment
- III. Approval of January 5, 2005 Minutes
- IV. Information Regarding Sidewalk Cleaning Contract
- V. Banner Program
- VI. Downtown Events/Promotion
- VII. FY 2005/2006 Draft Budget
- VIII. Adjournment

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

## **MINUTES**

# DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, January 5, 2005

#### **ATTENDANCE:**

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton	X	
James Cohen (Chair)	X	
Aileen Matteson	X	
Chris Zaballos		X
Alice Nguyen	X	
Rod Vargas (Vice Chair)	X	
Meg Shaw	X	
Lyman Menger	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce; Scott Raty, Hayward

Chamber of Commerce

STAFF: Jamie Hurley, Redevelopment Specialist; Paul Dalmon, Redevelopment

Project Manager; Maret Bartlett, Redevelopment Director; Cecelia Cooke,

Redevelopment Secretary (Minutes)

#### I. Call to Order

The Chair called the meeting to order at 8:07 a.m.

#### **II.** Public Comments

Scott Raty from the Chamber of Commerce commented on the Downtown Business Directory that was on today's Agenda. He stated that a few years ago, the Chamber of Commerce published and distributed back to back Directories to approximately 25,000 businesses in Hayward, and the cost was about \$12,000. Mr. Raty said that originally the Directory was done to help the businesses be aware of each other, and the latter one was done for the purpose of having a promotional piece and to provide a valuable return to all those businesses that pay their assessment fees. If the BIA decides to pursue this again, the Chamber of Commerce already has the software. Mr. Raty said the last one was published in 1997.

Mr. Raty said the cost was part of the BIA budget for those years it was published, and that the City contributed some monies.

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#### III. Approval of November 3, 2004 Minutes

Rod Vargas made motion to accept November 3, 2004 Minutes; Toni Barcelos seconded; November 3, 2004 Minutes were approved by Committee.

#### IV. <u>Light Up the Season Recap</u>

Jamie Hurley said that Light Up the Season went very well with good weather and excellent attendance throughout the event. He then asked for comments from others.

Paul Dalmon thanked Jim Cohen for the use of his business space for the entertainers to change clothes.

Mr. Dalmon also thanked Peggy Collett and Scott Raty of the Chamber of Commerce for their efforts with the lights and all their hard work.

Toni Barcelos commented that the weather was good and the event a lot of fun, but expressed disappointment in the lighting on the four trees in Newman Park.

Scott Raty said he was also disappointed in the lighting, but explained that the reason they didn't use more lights was due to capacity limitations of the electrical circuit and the fact that they were using the less-bright (but more energy efficient) LED lights. Mr. Raty said that next year he will talk to some nearby merchants about using their buildings for extra circuits. The comment was made that perhaps we should go back to bringing in a single, large tree that would stand out more.

Aileen Matteson said she appreciates the Chamber of Commerce and their hard work, but noted that she did not receive a poster for the event and did not receive the newsletter until the day before Light Up the Season.

Peggy Collett apologized and thought that Ms. Matteson might not have had her shop open when they distributed the posters (over 200 of them) and said that the Post Office held the Newsletter for eight days.

Lyman Menger said he thought the event went very well and was happy to see the school music there.

There were comments made regarding Passports to Prizes. Some of the merchants were not open during Light Up the Season, or closed prior to the end of the event, so some of the people were not able to complete their Passports to claim their prize. A suggestion was made to get the passports out earlier next year to give everyone more time to get their passports signed off.

#### V. <u>Marketing</u>

Jamie Hurley introduced this topic by noting that marketing/promoting downtown Hayward was also a topic of discussion at a recent CDC Committee Meeting, and is also an area of great interest to the Chamber of Commerce Downtown Committee and other groups.

# A. Review of Aileen Matteson Proposal

Discussion was held regarding Aileen Matteson's marketing idea, which features a canvas bag that could be distributed to all new Hayward Residents. The cost sheet that was presented at a previous BIA Meeting was handed out to the Committee for further review and discussion.

Jim Cohen reminded the group that the function of the BIA Committee is to come up with ideas to promote the Downtown, decide if the Committee wants to budget for them, and if so, find a vendor to do the program that is decided upon. He suggested that a more detailed proposal be presented by Aileen Matteson at the next BIA Meeting in April of what would be in the bag.

Rod Vargas indicated interest in serving on a sub-committee if one was formed to further develop and implement this proposal.

Aileen Matteson asked for a vote today on the marketing idea she presented. The Committee Chair pointed out that there was nothing to vote on at this time, but it could be a line item to be included in the budget and that Ms. Matteson could come back to the next BIA Meeting with steps as to how to implement the concept, a detailed breakdown of all the costs involved, and who the key players will be.

Mr. Menger suggested that perhaps the vote Aileen was looking for was simply whether or not this is something the Committee should continue to explore and pursue. Rod Vargas then made a motion to explore viability of tote bags as an advertising marketing option. Lyman Menger seconded; Motion carried.

Rod Vargas asked who he and Aileen Matteson should speak to about the City's packet that is distributed to new residents upon request. They were given Gail Lundholm's name.

## **B.** Discussion of Downtown Housing Survey Results

Jamie Hurley discussed the results of the Housing Survey. Most of the residents indicated on the survey that they do the majority of their shopping in the downtown area.

Comment was made that the survey also showed that a large percentage of new residents relocated from outside Hayward so the marketing bag and directory are a good idea to reach the new residents.

Jamie Hurley said that he would provide the BIA Committee the Staff Report that was presented to the City Council regarding the results of the Housing Survey.

# C. Downtown Business Directory

It was suggested that the Chamber of Commerce come to next BIA Meeting in April and bring the costs to publish a new directory with the idea too that this directory could be included in the bag.

#### VI. New Banners Update/Discussion

#### A. Member Survey Results

Jamie Hurley sent out to the BIA Committee a survey asking for responses as to a selection for the banners. He only received five responses and ranked them for the Committee to review. Jim Cohen did a different analysis and will provide that to Mr. Hurley via email.

Mr. Hurley proposed that he and the sub-committee for the Banner selection, which consists of Rod Vargas, Aileen Matteson, and Chris Zaballos, take the survey information and meet with Barbara Sauerbrei of Sierra Display. Mr. Hurley will contact Ms. Sauerbrei and notify the sub-committee.

#### VII. Adjournment

Meeting adjourned at 9:07 a.m.